

**Utah Office of Tourism
Board Meeting
Friday, June 14, 2013 – 10:00 a.m.
Antelope Island State Park – Visitor Center
4528 West 1700 South
Syracuse, UT**

Present

Board Members

Joel Racker
Mike Taylor
Colin Fryer
Pamela Hilton
Bill Malone

Hans Fuegi
John Holland
Nathan Rafferty
Jeff Sheets
Georgianna Knudson

Staff

Vicki Varela
Kelly Day
Lorraine Daly

Barbara Bloedorn
Matt Morgan
Jay Kinghorn

Guests

Jeremy Chase
Nan Anderson
Steve Driggs
Garrett Martin
Pat Holmes
Sarah Nielson
Jonathan Smithgall
Red Oelerich
Monique Beeley
Neka Roundy
Barbara Riddle
Kathi Dysert
Chris Newton
Stevie Meier

Struck
UTIC
Struck
Struck
Visit Salt Lake
Love Communications
Love Communications
Outdoor Utah
Outdoor Utah
Davis County Community & Economic Dev.
Davis Area CVB
Davis Area CVB
Go-Utah.com
Struck

WELCOME

Joel Racker called the meeting to order and welcomed the board, staff and visitors that were in attendance. He thanked Barbara Riddle and staff of the Davis Area CVB as well as the staff of the visitor center at Antelope Island for hosting the board meeting.

Barbara Riddle welcomed the visitors to Antelope Island and thanked the board and staff of the UOT for holding its meeting in Davis County. Barbara reported that Antelope Island is the second largest attraction in Davis County. Barbara gave a brief update on recent and upcoming activities in the area.

Barbara then introduced Jeremy Shaw, Manager of Antelope Island State Park. Jeremy welcomed everyone to the park. Jeremy provided a few details about the island and events that take place throughout the year. He reported that Antelope Island is 28,000 acres. He also reported that there are currently about 700 buffalo on the island.

Joel asked the board and visitors in the room to introduce themselves.

MINUTES

MOTION: John Holland made a motion to approve the minutes from the May 14th meeting held in St. George. Georgianna Knudson seconded the motion. The motion passed.

MARKETING COMMITTEE REPORT

Love Communications gave a brief report on the Non-Winter 2013 digital media. Some of the items covered were:

- Campaign Highlights - When compared with last year's campaign, more than doubled the total amount of clicks and increased overall CTR by more than 71%. During the campaign, delivered over 83 million impressions and generated roughly 420K clicks.
- Overviews on News/Magazine Vendor and Media Network Vendor
- Market Performance – Targeted DMA's have delivered nearly 32 million impressions, and generated over 138K clicks for an overall CTR of .43%
- Overview on Performance by Ad Unit, Facebook and Twitter
- Recommendations for Next Year:
 - Weight ads heavier during peak hours & peak days of week
 - Increase use of site take-overs and site wraps with strong creative
 - Run social media contests to compliment social advertising efforts & increase engagement
 - SpotXchange, Las Vegas Sun and Oregon Live will not be renewed for next year's campaign
 - Increased budget for travel verticals & OTAs to reach people in the research, pricing & booking stage

Struck gave a brief update on the Winter Marketing 2013-2014. Some of the items covered:

- 56.6 million ski & board visits, 11% increase over last year nationally
- \$3.4 billion in snow sport retail sales – up 3% from last year
- Utah total visits – 4,031,621 – 6th highest total recorded
- Winter performance provided by SMARI – 61% target audience reach
- Things to consider for the next winter campaign

After the update, Struck presented a video piece with music as a thank you to the board and the UOT. Struck indicated that this piece is unreleased but there are a lot of things that can be done with some of the b-roll from this video. Currently, it is not available in its entirety for use by our partners or to post on line due to rights of the music.

Jay Kinghorn gave a brief update on website, social media and communications. Some of the items covered were:

- Communications and marketing plan to be presented to the Governor's office by July 1st.
- Focusing on intergraded partnerships
- Focusing on "Life Elevated" and how it is being communicated, i.e., "Civic Life Elevated", "Business Life Elevated", and engaging our citizens and getting them here.

- Will meet with the UOT staff individually to share ideas and discuss the operations of the office
- Creating an innovative global brand – Will do an RFP for brand effectiveness study
- Partnering with the tourism industry – monthly email exchange to our partners
- Improve the welcome mat to the state – improve welcome centers
- Make communications tone more personable and more engaging
- Have Utah citizens and residents tell their stories and their favorite places.
- Quarterly content in travel magazine publications
- Get more tourism related information from a trusted source into the hands of the business community and the legislature
- Film is a billboard to the state
- Facebook likes are increasing
- Updating content including adding more visual

Nan Anderson asked if there had been any further discussion regarding a trip planner application on the website. Jay indicated that the challenge is what role the UOT should play. That needs to be addressed internally before anything technical can be done.

UTIC UPDATE

Nan Anderson reported on some of the following items:

- Thanks to all who participated in a successful tourism conference - Attendance - 260
- The silent Auction at the tourism conference raised over \$11,000. All of the funds will be dedicated to furthering the legislative agenda.
- UTIC attended interim committee meetings
- Participated in a fund raiser for Speaker Lockhart
- Attending a fund raiser for house majority leader, Brad Dee
- TMPF sunsets in 2015 – Need to pass a reauthorization of the bill in the 2014 session to avoid a fiscal note

DIRECTOR'S REPORT

Vicki gave updates on the following:

- **The Lone Ranger:** Provided details on screenings, promotional opportunities and premiere
- **Branding:** Will do an updated image study on branding. More details to come.
- **IPW:** 31 industry partners attended and the Utah booth had 150 appointments.
- **Brand USA:** Looking at partnership to put all of our international advertising dollars through Brand USA this year. Would yield at least 1.3 dollars for every dollar spent. Could double our dollars in some cases.
- **Advisory Committees:** June 20th – first meetings of the Public Relations Advisory Committee and the Travel Trade & International Media Advisory Committee.
- **Welcome Centers:** Will put about \$50,000 into welcome center technology.
- **Staffing:** David Williams has been promoted to the Associate Managing Director. Tracie Cayford recently left the UOT to pursue other opportunities. This gives us a window to evaluate how the office is organized. Vicki and Dave are in the process of sorting through some organizational changes that will split the operations function and the communications function. More details by mid-July. GOED hired a new outdoor recreation director, Bradley Peterson. Our office will work very closely with him and will bring him to a future meeting.

- **The Piano Guys:** Our office will assist the Piano Guys to acquire permits in remote places and they will do at least one video for us. There will also be several proposals coming from them through the Co-op Marketing program. More details to follow.
- **Board Members:** Vicki announced that The Governor has appointed three new board members. They are: Kim Buttschardt in Davis County (replaces Georgianna Knudson), Kathy Hanna-Smith in Carbon County (replaces Colin Fryer) and Gordon Topham from Sevier County (replaces Mayor Peter Corroon). The bad news is we are losing Colin Fryer and Georgianna Knudson. Mayor Peter Corroon left in January of this year. Our office will continue to collaborate with the outgoing board members now and in the future. She thanked them for their service and invited board members to say a few words. She then had Georgianna and Colin say a few words.

Meeting adjourned. The next meeting will be held, Friday, August 9, 2013 in Salt Lake City.